

awareness of the awakening awareness of civic public welfare is transformed into effective behavioral participation. Today, users only need to open Alipay and click the "Ant Forest" entrance to collect energy and interact with friends. With the development of a convenient society, Alipay spreads environmental protection in the fields of electronic payment and low-carbon travel. At the same time, users are included in the audience and communication system of environmental protection projects. The operation is simple and easy to understand, and the educational threshold for participation is also lowered (Cheng & Liu, 2020).

2.3.3 Communication audience: Users are the dual roles of communication subject and audience.

Under the influence of the Internet, users of public welfare communication are becoming more and more active. Users learn the news through social media and then become the audience of the public. In the process of participating, through spontaneous relationship objects around them, so that the influence is promoted and spread. The mode is more flexible, which is a combination of interpersonal communication, and multi-level communication.



According to the user data of Ant Forest, the age group of users is mainly distributed between the post-70s and post-00s (Cheng & Liu, 2020). The main consumer groups of the scene cover almost all Internet life scenes. This makes the dissemination of the "Ant Forest" public welfare project more targeted and precise.

2.3.4 Communication channel: Use social media to detonate the whole network.

Social media is a tool and platform that people use to share opinions, insights, experiences and opinions with each other, and at this stage mainly includes platforms such as Weibo, WeChat, TikTok and other social apps. In these media, netizens are constantly given more initiative, and people are more willing to participate by using the iteration of technology and the innovation of spreading creativity. "Ant Forest" will provide a tree planting certificate for the real saplings planted by users, and give a digital number, public welfare organization, date of claim, etc., So that each tree is

unique and belongs to the user's personalization. Keys to share to WeChat, Weibo, Douban and other common social apps, users will also add Alipay friends during the green energy collection process, and compile daily energy collection behaviors into network jokes and emoticons, which greatly increase the effective secondary communication.

2.3.5 Communication effect: A win-win situation for all parties involved in public welfare.

Under the guidance of Internet thinking, all parties involved in public welfare have achieved a mutually beneficial and win-win situation. The public welfare communication of "Ant Forest" is Ant Financial. Since users want to participate in "Ant Forest" activities, they must open Alipay, which cultivates the user's behavioral habit of using Alipay, increases the effective use time of Alipay app users, and breaks Alipay. The social deadlock has enhanced user stickiness for Alipay. For participating audience users, the use of Alipay to make payments in various scenarios facilitates their lives, and the lower threshold for public welfare participation allows each user to have the opportunity to participate and have fun in the "tree planting" competition with friends. Gained a sense of achievement in protecting the environment and helping others. For public welfare organizations, the Internet-based communication method of public communication has greatly reduced publicity costs for public welfare projects and achieved unexpected results. It improves the environment in desert areas and infiltrates the concept of environmental protection (Liu, 2015).

2.4 Ant Forest and the Digital Age

A literature search with "Alibaba" as the key word found that in 220 years, Alibaba's corporate responsibility report mainly started from three parts: the status quo of the company, market responsibility, and social responsibility, covering all parts of social responsibility issues, with a focus on charity Dimensions of social responsibility. Alibaba, as the Internet industry's corporate social responsibility development index for many consecutive years, has been ranked first. How to communicate with the audience and how to disseminate effective information for sustainable development has great research value. At the same time, the interesting communication theory is the scene theory. The first person who proposed the concept

of scenes was Robert Sober who predicted that the Internet era will develop into scenes based on wearable devices, social media, sensors, positioning systems, and big data in 2014 "The Coming Era of Scenes" Era, and this era is coming. Scene theory has not been formally proposed as a theory, but people believe that it is supported by the development of technologies such as social media, positioning systems, and big data. Scene theory can better communicate with the audience and spread information. The proposal of scene theory brings new opportunities for the development of mobile communication technology. It has become the core of network development and will lead the new direction of media transformation and the development of the information industry (Soar, 2014). Ant Forest is using social media and big data to combine environmental protection and public welfare with games, commerce, and low-carbon, which has increased the public's interest in participation, and has also achieved environmental protection and sustainable development.

The analysis of Ant Forest aligns with Organization-Public Relationship Theory (OPR), drawing parallels with scenario theory in several aspects. Firstly, both scenario theory and OPR underscore the significance of environmental and situational factors. Scenario theory highlights the influence of the environment and situations on individual behavior, positing that external factors shape individual actions. Similarly, OPR asserts that the relationship between an organization and the public is also influenced by environmental and situational factors. In the context of Ant Forest, users engage in activities like tree planting and energy conservation to earn points and rewards, indicating a partial motivation derived from the scenario. The design and promotion of Ant Forest leverage environmental factors, such as users' interest in environmental protection and public welfare, and the communicative impact of social media, to shape user behavior and attitudes. Secondly, both scenario theory and OPR emphasize the centrality of communication. Scenario theory contends that people's behavior and attitudes are molded through communication and interaction, while OPR maintains that effective communication and interaction are crucial for establishing and maintaining relationships between organizations and the public. Therefore, in studying the impact of Ant Forest's public welfare communication, researchers must consider the pivotal role of communication between the organization and the public, as well as the interaction between the environment and individuals. Finally, both

theories highlight the significance of individual cognitions and attitudes. In scenario theory, individual behavior and attitudes arise from the individual's perception and understanding of the situation. Similarly, in OPR, the public's attitude and behavior towards an organization are shaped by individual perceptions and understanding of the organization. Consequently, in the context of Ant Forest's public welfare communication, establishing a positive relationship with the public through effective communication becomes essential for promoting a favorable impact on public awareness and attitudes towards the organization's welfare activities.

2.5 The Combination of Ant Forest and Electronic Finance

Researcher compared the dissemination mode of Ant Forest and other public welfare activities. The 42nd CNNIC report showed that the number of online shopping users in China increased by 10.2% compared with the end of 2019, and the growth rate of online food delivery users reached 41.6%. China uses online payment. The number of users reached 511 million, and the above statistics all involve payment methods. Alipay is an important product of Alibaba. In order to speed up the circulation of electronic finance, Alipay is actively seizing the mobile payment market. In the process of daily consumption, the public can choose the payment method of cash, bank card or mobile payment. Mobile phones make mobile payment more convenient. Ant Forest adds charity attributes to Alipay, which makes Ant Forest not a pure charity activity. But one of Alipay's strategies in order to compete for market share. Ant Forest is effective. It connects 500 million Chinese people to work together to protect the environment and carry out public welfare activities to manage environmental problems in Northwest China and achieve sustainable development. Regarding other public welfare activities, the traditional way for audiences to participate in public welfare activities is donations and donations, while Ant Forest uses social media to plant virtual trees online, which is a fun game method for users to participate in environmental protection public welfare activities. And planting a real tree is very simple. Alipay users can open the ant forest by themselves and receive a virtual sapling on the platform. It will prompt how much energy is needed to grow the tree. The audience is traveling on the subway or paying water online. The cost of electricity and electricity, or the carbon emissions saved by buying

tickets online and air tickets will be calculated as virtual energy, which will be used as the nourishment for the growth of trees. This virtual tree was donated and received a certificate of honor. William Stephenson mentioned in "The Game Theory of Communication": "The purpose of communication is not to accomplish anything, but only a part of satisfaction and happiness." Ant Forest has realized such communication and achieved success.

2.6 Hypotheses

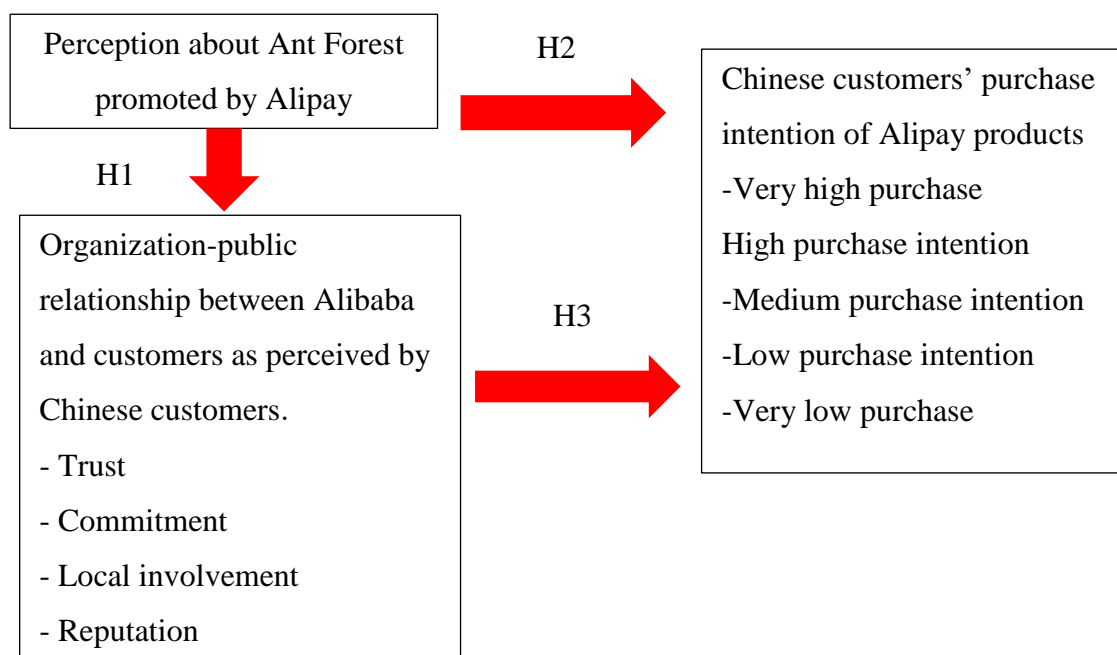
Hypotheses 1: Perception about Ant Forest Project promoted by Alipay significantly influences the Organization-public relationship between Alibaba and customers as perceived by Chinese customers.

Hypotheses 2: Perception about Ant Forest Project promoted by Alipay significantly influences the Chinese customers' purchase intention of Alipay products.

Hypotheses 3: Organization-public relationship between Alibaba and customers will purchase intention of Alipay products.

2.7 Theoretical Framework

Figure 2.1: Theoretical Framework



CHAPTER 3

METHODOLOGY

This chapter summarized the research approach and methodology of the study. This chapter is divided into the following topics.

3.1 Research Design

This study used questionnaire to conduct the survey research which is the most typical analysis method in quantitative analysis. Aiming at the most important audience research on the effect of Internet public welfare communication of the "Ant Forest Project on Chinese customers' organizational-public relationship and their purchase intention of Alipay products.

The convenient and efficient features of the Internet have been embedded in survey dissemination, making the Internet and public welfare highly integrated. Internet public welfare has become the trend of public welfare development in the future. Through the form of Internet questionnaires and the use of advanced network technology, the survey information can be disseminated faster, and the audience is encouraged to actively transmit information and forward interaction, so as to realize the convenient and efficient dissemination of survey information. In addition, the centralized advantages of the Internet allow the integration of the initiation, dissemination, etc. of survey activities. Public welfare activities can use social media and online payment platforms to achieve information release and management, and audiences can also participate without time and space constraints. With the lowering of the threshold for participation, the development of Internet public welfare activities has become more popular, and the scope of benefits has been continuously expanded. The concept of public welfare has become popular among the people, which will help usher in a new era of public welfare activities.

3.2 Population and Sampling Methods

The population was Chinese users who are currently customers of Alipay platform. The respondents of the study were male and female, mainly between the ages of 18 years old and more than 51 years old, who have experienced exposing to the public welfare communication strategy of Ant Forest Project promoted by Alibaba in their Alipay platform for at least 6 months. The sampling methods are purposive sampling and convenience sampling. Two-hundred and three Chinese customers responded the online survey.

Based on the research on the effect of the "Ant Forest" Internet public welfare project, we focus on conducting surveys on the audience to test the actual effect of the "Ant Forest" project on the audience's perception of the project, opinion toward the organizational-public relationship between Alibaba and Alipay's customers, and their customers' purchase intention.

In addition, for public welfare communication activities under the background of the Internet, most scholars pay attention to the communication characteristics and communication strategies of different public welfare subjects, and there are few studies on the audience and communication effects of public welfare communication the topic. This paper analyzes the audience behavior and communication effect of Ant Forest Project in multiple dimensions, and then finds the factors that affect the audience's choice behavior and the audience's perspective. The development provides a certain reference value. At the same time, since "Ant Forest" is also an environmental protection public welfare project, it has a specific direction, and it can also be a useful exploration of environmental protection public welfare communication during the research process.

3.3 Research Instrument

The questionnaire for this study consists of the following sections Demographic information of the Respondents, Perception about Ant Forest Campaign promoted by Alipay, Organization-public relationship between Alibaba and customers as perceived, Chinese customers' purchase intention of Alipay products.

Part I: Demographic information of the Respondents:

In the first part, demographic information such as age, gender, education,

occupation, and Frequency of exposure to the Ant Forest project in Alipay. There are 6 questions used nominal scale, or ordinal scale.

Part II: Perception about Ant Forest Campaign promoted by Alipay:

This part of the study measures the audience whether they know the following information about the Ant Forest activities promoted by Alipay, (1) understand Ant Forest through the media, (2) understand the positive results of the Ant Forest project in environmental protection, (3) it is a public welfare and environmental protection project, (4) Value creation and environmental changes can satisfy customers and obtain psychological effects, (5) Strengthen the connection between friends, (6) Encourage users to use these products to provide a promotion platform for merchants, (7) Carbon dioxide Carbon accounts.

And, the responses were provided by five-point Likert scale, arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

Part III: Organization-public relationship between Alibaba and customers as perceived:

This part of the study measures the Organization-public relationship between Alibaba and customers as perceived. It contains four headings including:

1) Trust: (1) Alibaba treats people like me fairly and justly. (2) Whenever Alibaba makes an important decision, I know it will be concerned about people like me. (3) I believe that Alibaba takes the opinions of people like me into account when making decision. (4) Sound principles seem to guide the Alibaba behavior.

2) Commitment: (1) I can see that Alibaba wants to maintain a relationship with people like me. (2) Generally speaking, I am pleased with the relationship Alibaba has established with people like me. (3) There is a long-lasting bond between the Alibaba and people like me. (4) Both Alibaba users like me benefit from their relationship. (5) I feel people like me are important to Alibaba organization.

3) Local or Community Involvement: (1) I am aware that Alibaba is involved in my community. (2) I think Alibaba is very dynamic in maintaining good relationship with the community.

4) Reputation: (1) Alibaba has ability to attract, develop, and keep talented people. (2) Alibaba uses corporate visible and invisible assets very effectively. (3) Alibaba is financially sound enough to help others. (4) Alibaba is innovative in its corporate culture.

And, the responses were provided by five-point likert scale, arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

Part IV: Chinese customers' purchase intention of Alipay products:

This part of the questionnaire will ask Chinese consumers about their purchasing intentions for Alipay products. It includes the following statements:

- 1) I am planning to purchase products in Alipay more.
- 2) I will recommend products promoted in Alipay to someone who seeks my advice.
- 3) I will think about buying Alipay products more after I have participated in Ant Forest campaign.
- 4) I think Ant Forest campaign/project is important reason why I purchase Alipay products.
- 5) Overall, I am satisfied with Alibaba, and I will purchase Alipay product again in the future.

And, the responses were provided by five-point likert scale, arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

3.4 Research Pretest

The researchers compiled questionnaires in English and Chinese. Since the respondents of this survey are limited to users of Ant Forest Project only, and all of them are Chinese, the original text of the questionnaire is in English and translated into Chinese. The questionnaires were being translated from English into Chinese to ensure content validity and did back translation from Chinese into English prior to pretest process. The researchers uploaded the questionnaire to "Questionnaire Star" and distributed it to 30 people for pre-testing to ensure that all tools and questions were clearly understood and answered. According to the platform, respondents'

answers and information are kept confidential and will be protected.

The researcher checked the reliability of the questionnaire and found that all parts have Cronbach alpha higher than 0.60, which is considered reliable. Therefore, the questionnaire is reliable for creative motivation.

Table 3.1: Questionnaire Reliability Pretest Result

	Cronbach's Alpha	Number of items	Edited items
Overall questionnaire	0.918	25	
Perception of Forest Ant Project	0.850	7	
Organizational-Public Relationship between Alibaba and customers	0.856	13	
(1) Trust	0.741	4	
(2) Commitment	0.814	5	Insert one statement
(3) Local or Community Involvement	0.823	2	
(4) Reputation	0.661	4	Edit statement no.25 and insert one statement
Customers' Purchase Intention of Alipay products	0.844	5	

3.5 Data Collection Procedure

This study adopted the form of an online questionnaire, which is mainly sent to Ant Forest users through online surveys. Participants can directly access the "Questionnaire Star" through the link and complete the online survey. However, due to the Alipay community's protection of uploader's personal privacy and spam control,

the platform limits the daily number of private messages from a single account, which brings great obstacles to the questionnaire process. In order to ensure the efficiency of the questionnaire collection, while distributing the questionnaires, the researcher also asks for classmates to help collect the questionnaires. The questionnaire was distributed from August 1 to August 27, and a total of 203 respondents completed their responses.

3.6 Data Analysis and Interpretation

In this study, all data collected from the questionnaires were analyzed using SPSS.

H1: Perception about Ant Forest Project promoted by Alipay significantly influence the Organization-public relationship between Alibaba and customers as perceived by Chinese customers.

Independent variables: Perception about the Ant Forest Project

Dependent variables: Organization-public relationship (including trust, commitment, local involvement, and reputation).

H2: Perception about Ant Forest Project promoted by Alipay significantly influence the Chinese customers' purchase intention of Alipay products.

Independent variables: Customers' perceptions of Ant Forest Project

Dependent variables: Chinese customers' purchase intention of Alipay products

H3: Organization-public relationship between Alibaba and customers significantly purchase intention of Alipay products.

Independent variables: Organization-public relationship (including trust, commitment, local involvement, and reputation).

Dependent variables: Chinese customers' purchase intention of Alipay products.

3.7 Demographic Profile of Respondents

The demographic information of the 203 respondents, including their gender, age, education level, occupation, and income, frequently exposed to Ant Forest Project, was collected in the questionnaire, and the frequency and percentage of the samples are summarized in tables as follows:

As shown in Table 3.2, majority of the respondents were female (59.1%, n = 120), followed by male (40.9%, n= 83), respectively.

Table 3.2: Frequency and Percentage of Respondents' Gender

	Frequency	Percentage (%)
Male	83	40.9%
Female	120	59.1%
Total	203	100.0%

As shown in Table 3.3, majority of respondents were those aged under 18 years old (9.9%, n=20), followed by those aged 19-25 years old (26.6%, n=54), 26-30 years old (40.4%, n=82), and 31-50 years old (16.3%, n=33), respectively.

Table 3.3: Frequency and Percentage of Respondents' Age

Age	Frequency	Percentage (%)
Under 18 years old	20	9.9%
19-25 years old	54	26.6%
26-30 years old	82	40.4%
31-50 years old	33	16.2%
Over 51 years old	14	6.9%
Total	203	100.0%

As shown in Table 3.4, majority of the respondents were Bachelor's degree (44.8%, n=91), followed by who obtained Vocational diploma (20.2%, n=41), High school diploma (14.8%, n=30), Master degree and above (12.8%, n=26), and under the Junior high school and below (7.4% n=15), respectively.

Table 3.4: Frequency and percentage of respondents' Education level

Educational	Frequency	Percentage (%)
Junior high school and below	15	7.4%
High school diploma	30	14.8%
Vocational diploma	41	20.2%
Bachelor's degree	91	44.8%
Master degree and above	26	12.8%
Total	203	100.0%

As shown in 3.5, majority of respondents were corporate employees, making up (43.8, n=89). This is followed by Students at (24.1%, n=49), Freelancers at (18.7%, n=38), and Civil servants and public institution personnel at (13.3%, n=27) respectively.

Table 3.5: Frequency and percentage of respondents' occupation

Occupational	Frequency	Percentage (%)
Student	49	24.2%
Corporate employees	89	43.8%
Civil servants and public institution personnel	27	13.3%
Freelancer	38	18.7%
Total	203	100.0%

As shown in Table 3.6, majority of the respondents were monthly income is 6,001 Yuan-9,000 Yuan (29.6%, n=60), followed by during the study period, no monthly income, below 3000 Yuan (29.1%, n=59), 3,001 Yuan-6,000 Yuan (19.7%, n=40), 9,001 Yuan-12,000 Yuan (12.3%, n=25), Over 12,000 Yuan (9.4%, n=19), respectively.

Table 3.6: Frequency and percentage of respondents' Monthly income

Monthly Income	Frequency	Percentage (%)
During the study period, no monthly income, Below 3000 Yuan	59	29.1%
3,001 Yuan-6,000 Yuan	40	19.7%
6,001 Yuan-9,000 Yuan	60	29.6%
9,001 Yuan-12,000 Yuan	25	12.3%
Over 12,000 Yuan	19	9.4%
Total	203	100.0%

As shown in Table 3.7, majority of the samples frequently (5- 8 times per month) (33.5%, n=68), followed by Sometimes (3-4 times per month) (28.6%, n=58), rarely (1-2 times per month) (21.2%, n=43), Most frequently (more 9 times per month) (16.7%, n=34), respectively.

Table 3.7: Frequency and Percentage of Respondents' Using Frequency

Using Frequency	Frequency	Percentage (%)
Rarely (1-2 times per month)	43	21.2%
Sometimes (3-4 times per month)	58	28.6%
Frequently (5- 8 times per month)	68	33.5%
Most frequently (more 9 times per month)	34	16.7%
Total	203	100.0%

CHAPTER 4

FINDINGS

This chapter presented descriptive findings and hypothesis findings. The researchers collected responses from 203 ant forest users through online questionnaires, used One- way ANOVA and Linear Regression to realize the data analyze and hypothesis test. This chapter will include the following sections:

4.1 Summary of Descriptive Findings

4.2 Hypotheses Testing

4.1 Summary on Findings of Descriptive Analysis

There are two independent variables including perception about Ant Forest promoted by Alipay and organization-public relationship between Alibaba and customers as perceived by Chinese customers. The measure for this study used Linear Regression. Researcher used the following criteria to interpret the perception level of storytelling techniques.

Table 4.1: Criteria to Interpret the Perception Level of Respondents.

Mean (Criteria)	Interpretation
1.00-1.50	Very low perception
1.51-2.50	Low perception
2.51-3.50	Medium perception
3.51-4.50	High perception
4.51-5.00	Very high perception

When examining the mean and standard deviation of each statements, the findings found that respondents had medium perception on all statements, having medium perception on the statements, including “I learned about the Ant Forest Campaign through the media,” (Mean = 3.30, S.D.= 1.343) and “I learned about the positive outcomes of Ant Forest project in protecting the environment (Mean = 3.30, S.D. = 1.344), and “Ant Forest can also strengthen the connection between friends by

collecting the energy of friends' trees, watering friends' trees, and planting their trees" (Mean = 3.30, S.D. = 1.314), followed by the statements, "Ant Forest encourages users to use these products to provide a promotional platform for multiple merchants, including shared bicycles." (Mean = 3.29, S.D.= 1.308), the statement "The virtual trees of the Ant Forest become the real trees planted on the edge of the ecologically fragile desert in the program, and this value creation and environmental changes can satisfy the customers and obtain psychological effects." (Mean = 3.25, S.D. = 1.238), statement "I learned about Ant Forest is a public welfare environmental protection project, which has cooperated with a number of non-profit organizations such as Alashan SEE to plant the virtual trees claimed by users as real trees." (Mean = 3.21, 1.234), respectively.

Table 4.2: Mean, standard deviation on the sample's perception about Ant Forest promoted by Alipay

	Mean	Std. Deviation	Interpretation
Perception about Ant Forest promoted by Alipay	3.258	1.092	Medium level
1. I learned about the Ant Forest Campaign through the media.	3.30	1.343	Medium level
2. I learned about the positive outcomes of Ant Forest project in protecting the environment.	3.30	1.344	Medium level
3. I learned about Ant Forest is a public welfare environmental protection project, which has cooperated with a number of non-profit organizations such as Alashan SEE to plant the virtual trees claimed by users as real trees.	3.21	1.326	Medium level

(Continued)

Table 4.2 (Continued): Mean, standard deviation on the sample's perception about
Ant Forest promoted by Alipay

	Mean	Std. Deviation	Interpretation
3. The virtual trees of the Ant Forest become the real trees planted on the edge of the ecologically fragile desert in the program, and this value creation and environmental changes can satisfy the customers and obtain psychological effects.	3.25	1.238	Medium level
4. Ant Forest can also strengthen the connection between friends by collecting the energy of friends' trees, watering friends' trees, and planting their trees.	3.30	1.314	Medium level
5. Ant Forest encourages users to use these products to provide a promotional platform for multiple merchants, including shared bicycles.	3.29	1.308	Medium level
6. The 183,475 tons of carbon dioxide saved by the Ant Forest can be traded to a minimum of 3,669,500 yuan. If the amount of carbon dioxide absorbed by the trees planted by the users is included in the users' personal carbon accounts in the future.	3.17	1.294	Medium level

Remark: n = 203

When examining the mean and standard deviation of the perceived organization-public relationship (OPR) between Alibaba and its customers, the descriptive findings revealed a medium level of perception across various dimensions

(Mean = 3.253, S.D. = 0.860). Trust, a crucial element in OPR, was ranked with the highest mean of 3.241 and a standard deviation of 1.131 in the medium-level perception. Exploring specific statements related to trust, respondents indicate a medium perception on statements such as "Alibaba treats people like me fairly and justly" (Mean = 3.25, S.D. = 1.282) and "Whenever Alibaba makes an important decision, I know it will be concerned about people like me" (Mean = 3.20, S.D. = 1.295).

Second in ranking list is commitment (Mean = 3.291, S.D.= 1.134) in the medium level. Noteworthy statements include "I can see that Alibaba wants to maintain a relationship with people like me" (Mean = 3.32, S.D. = 1.270) and "There is a long-lasting bond between Alibaba and people like me" (Mean = 3.31, S.D. = 1.377), both contributing to the perceived medium-level commitment.

Third in the ranking list is the local Involvement (Mean =3.266, S.D.=1.309) in the medium level. Statements like "I am aware that Alibaba is involved in my community" (Mean = 3.26, S.D. = 1.440) and "I think Alibaba is very dynamic in maintaining a good relationship with the community" (Mean = 3.28, S.D. = 1.362) support this overall medium-level perception.

Finally, reputation dimension was ranked in the last list (Mean of 3.2106, S.D.= 1.231) in the medium level. Noteworthy statements include "Alibaba is innovative in its corporate culture" (Mean = 3.34, S.D. = 1.393) and "Alibaba uses corporate visible and invisible assets very effectively" (Mean = 3.26, S.D. = 1.374), respectively.

Table 4.3: Mean, standard deviation on the sample's Organization-public relationship between Alibaba and customers as perceived

Variables	Mean	Std. Deviation	Interpretation
Organizational-public relationship	3.253	0.860	Medium level
Trust	3.241	1.131	Medium level

(Continued)

Table 4.3 (Continued): Mean, standard deviation on the sample's Organization-public relationship between Alibaba and customers as perceived

Variables	Mean	Std. Deviation	Interpretation
1. Alibaba treats people like me fairly and justly.	3.25	1.282	Medium level
2. Whenever Alibaba makes an important decision, I know it will be concerned about people like me.	3.20	1.295	Medium level
3. I believe that Alibaba takes the opinions of people like me into account when making decision.	3.22	1.340	Medium level
4. Sound principles seem to guide the Alibaba behavior.	3.30	1.350	Medium level
Commitment	3.291	1.134	Medium level
5. I can see that Alibaba wants to maintain a relationship with people like me.	3.32	1.270	Medium level
6. Generally speaking, I am pleased with the relationship Alibaba has established with people like me.	3.30	1.336	Medium level
7. There is a long-lasting bond between the Alibaba and people like me.	3.31	1.377	Medium level
8. Both Alibaba users like me benefit from their relationship.	3.23	1.316	Medium level
9. I feel people like me are important to Alibaba organization.	3.31	1.385	Medium level

(Continued)

Table 4.3 (Continued): Mean, standard deviation on the sample's Organization-public relationship between Alibaba and customers as perceived

Variables	Mean	Std. Deviation	Interpretation
Local involvement	3.266	1.309	Medium level
10. I am aware that Alibaba is involved in my community.	3.26	1.440	Medium level
11. I think Alibaba is very dynamic in maintaining good relationship with the community.	3.28	1.362	Medium level
Reputation	3.2106	1.231	Medium level
12. Alibaba has ability to attract, develop, and keep talented people.	3.12	1.434	Medium level
13. Alibaba uses corporate visible and invisible assets very effectively.	3.26	1.374	Medium level
14. Alibaba is financially sound enough to help others.	3.12	1.377	Medium level
15. Alibaba is innovative in its corporate culture.	3.34	1.393	Medium level

Remark: n = 203

When examining the mean and standard deviation of Chinese customers' purchase intention regarding Alipay products, the analysis reveals a notably high level of perception across all statements. The overall mean for purchase intention is 3.723, with a standard deviation of 0.886, signaling a strong inclination among respondents to engage with Alipay products. Delving into specific statements, customers express a high level of intent to purchase Alipay products, as evident in statements like "I am planning to purchase products in Alipay more" (Mean = 3.71, S.D. = 1.125) and "I will recommend products promoted in Alipay to someone who seeks my advice" (Mean = 3.67, S.D. = 1.132). These findings highlight a positive disposition towards Alipay and a potential for increased consumer engagement. Furthermore, the

connection between the Ant Forest campaign and purchase intent is emphasized in statements such as "I will think about buying Alipay products more after I have participated in the Ant Forest campaign" (Mean = 3.75, S.D. = 1.134) and "I think the Ant Forest campaign/project is an important reason why I purchase Alipay products" (Mean = 3.79, S.D. = 1.130). These results suggest that the Ant Forest initiative plays a significant role in influencing customers' decisions to engage with and purchase Alipay products. The overall satisfaction with Alibaba is reflected in the statement "Overall, I am satisfied with Alibaba, and I will purchase Alipay products again in the future" (Mean = 3.69, S.D. = 1.124), respectively.

Table 4.4: Mean, standard deviation on the sample's Chinese customers' purchase intention of Alipay products.

Variables	Mean	Std. Deviation	Interpretation
Customers' Purchase intention	3.723	.886	High level
1. I am planning to purchase products in Alipay more.	3.71	1.125	High level
2. I will recommend products promoted in Alipay to someone who seeks my advice.	3.67	1.132	High level
3. I will think about buying Alipay products more after I have participated in Ant Forest campaign.	3.75	1.134	High level
4. I think Ant Forest campaign/project is important reason why I purchase Alipay products.	3.79	1.130	High level
5. Overall, I am satisfied with Alibaba and I will purchase Alipay product again in the future.	3.69	1.124	High level

Remark: n = 203

4.2 Hypotheses Testing

Regression analysis is used to test the following three hypotheses:

H1: Perception about Ant Forest promoted by Alipay will influence the Organization-public relationship between Alibaba and customers as perceived by Chinese customers.

H2: Perception about Ant Forest promoted by Alipay will influence the Chinese customers' purchase intention of Alipay products.

H3: Organization-public relationship between Alibaba and customers will purchase intention of Alipay products.

H1: Perception about Ant Forest promoted by Alipay will influence the Organization-public relationship between Alibaba and customers as perceived by Chinese customers.

Perception of public welfare communication of the Ant Forest Project can significantly influence user commitment and local participation. As shown in Table 4.5, the Regression analysis revealed that variables such as trust, commitment, local involvement, and reputation are assessed for their impact on users' perception (Adjusted $R^2 = 0.177$, $p < 0.05$). In this context, the overall public welfare communication of the Ant Forest Project was accountable for influencing user perception at the rate of 17.7%, which is considered to be at a low level. This test result found that the hypothesis related to the significance of these variables in enhancing user perception is partially supported. When examining the impact of each variable on users' perception, the findings revealed that commitment (Beta= .256*, $p < 0.05$) and local involvement (Beta= .152*, $p < 0.05$) are the only significant positive predictors of users' perception. However, trust (Beta= .025, $p > 0.05$) and reputation (Beta= .114, $p > 0.05$) are not significant predictors. These findings suggested that commitment and local involvement have a significant positive impact on users' organizational-public relationship with Alibaba.

Table 4.5: Perception of public welfare communication of the Ant Forest Project

Variables	B	Std. Error	Beta	t	Sig.
Trust	.043	.120	.025	.356	.722
Commitment	.344	.103	.256	3.359	.001
Local	.445	.210	.152	2.116	.036
Reputation	.176	.115	.114	1.535	.126

Predictors: Perception of public welfare communication of the Ant Forest Project

Dependent variables: Organizational public relationship

$R^2=0.177$, $p<0.05$

H2: Perception about Ant Forest promoted by Alipay will influence the Chinese customers' purchase intention of Alipay products.

Perception of public welfare communication of the Ant Forest Project can significantly influence Chinese customers' purchase intention of Alipay products. As shown in Table 4.6, the Regression analysis revealed that the Chinese customers perception of the app's environmental impact is a significant positive predictor of their intention to purchase Alipay products (Adjusted $R^2= 0.142^*$, $p < 0.05$). Overall, the user's perception accounts for their purchase intention of Alipay products.at the rate of 14.2%, which is considered to be at a low level. This test result found that the hypothesis stating that a positive perception of the app's impact significantly increases user intention to engage is significantly supported. When examining the specific impact of perception on users' intention to participate, the findings revealed that perception of public welfare communication of the Ant Forest Project (Beta= .376*, $p < 0.05$) is a significant positive predictor of Chinese customers' purchase intention of Alipay products. This indicates that a positive perception of the Ant Forest has a significant and direct impact on increasing the customers' intention to engage with its environmental initiatives.

In the context of how customers' perception influences their purchase intention within the Ant Forest, Table 4.7 provides insightful data. This table specifically examines the strength of the relationship between users' perception of the

app and their intention to make purchases related to the app's environmental initiatives. The Beta coefficient of .376 for perception of public welfare communication of the Ant Forest Project underlines its substantial influence on purchase intention. A high Beta value here indicates that a positive perception of the Ant Forest significantly enhances the users' intention to make purchases, thereby contributing to the app's environmental goals. This finding is pivotal for understanding the drivers behind users' purchase decisions within the App, emphasizing the critical role of fostering a positive perception to increase engagement and active participation in the platform's environmental efforts.

Table 4.6: Perception of Environmental Impact through the Ant Forest

Variables	B	Std. Error	Beta	t	Sig.
Perception of environmental impact through the Ant Forest	.218	.038	.376	5.758	.000

Predictor: Perception of public welfare communication of the Ant Forest Project

Dependent variable: Customers' purchase intention of Alipay products

$R^2=0.142$, $p<0.05$

Table 4.7: Summary of Predictors Purchase Intention

Measure	Perception of environmental impact through the Ant Forest
Dependent variable	Beta
Purchase intention	.376

Predictors: Perception of public welfare communication of the Ant Forest Project

H3: Organization-public relationship between Alibaba and customers will purchase intention of Alipay products.

Perception of public welfare communication of the Ant Forest Project significantly influence customers' purchase intention of Alipay products. As shown in Table 4.8, the Regression analysis revealed that factors like trust, commitment, local

involvement, and reputation are significant positive predictors of customers' purchase intention of Alipay products (Adjusted $R^2 = 0.420^*$, $p < 0.05$). Overall, these factors are accountable for users' intention to participate in the Ant Forest activities at the rate of 42%, which is considered to be at a moderate to high level. This test result found that the hypothesis stating that these factors significantly influence user intention is strongly supported. When examining the impact of each factor on users' purchase intention, the findings revealed that commitment (Beta= .277, $p < 0.05$), reputation (Beta= .243*, $p < 0.05$), local involvement (Beta= .196*, $p < 0.05$), and trust (Beta= .180*, $p < 0.05$) are significant positive predictors of users' purchase intention. These findings suggested that factors such as commitment, reputation, local involvement, and trust have a significant positive impact on customers' intention to purchase Alipay products.

In relation to how different factors influence users' purchase intention within the Ant Forest app, Table 4.8 provides a detailed overview. This table specifically examines the strength of the relationship between factors such as trust, commitment, local involvement, and reputation, and their influence on the customers' intention to make purchases related to the app's environmental goals. The Beta coefficients indicated that commitment (Beta= .277), reputation (Beta= .243), Local (Beta= .196), and Trust (Beta= .180) all significantly influence purchase intention. These substantial Beta values suggested that positive perceptions in these areas greatly enhance the customers' intention to make purchases, thereby contributing to the environmental sustainability efforts. This finding highlights the critical importance of fostering trust, commitment, local relevance, and a strong reputation to increase user engagement and active participation in the platform's environmental activities.

Table 4.8: Summary of Multiple Regression Analysis

Variables	B	Std. Error	Beta	t	Sig.
Trust	.177	.058	.180	3.034	.003
Commitment	.216	.050	.277	4.329	.000
Local	.331	.102	.196	3.234	.001

(Continued)

Table 4.8 (Continued): Summary of Multiple Regression Analysis

Variables	B	Std. Error	Beta	t	Sig.
Reputation	.219	.056	.243	3.913	.000

Predictors: Customers' purchase intention

Dependent variable: Organizational public relationship

$R^2=0.420$, $p<0.05$



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

CHAPTER 5

DISCUSSION

This chapter summarizes the main findings and results analysis based on 203 respondents. The discussion and summary are summarized below:

- 5.1 Summary of the Descriptive findings
- 5.2 Summary of the Hypotheses and Discussion
- 5.3 Conclusion of the Research
- 5.4 Limitations of Study
- 5.5 Recommendations for Future Application
- 5.6 Recommendations for Future Research

5.1 Summary of the Descriptive Findings

Based on the analysis of online questionnaires from 203 respondents, this study investigated the perception of Alibaba's Ant Forest campaign and its influence on the organization-public relationship (OPR) and customer purchase intentions. The demographic profile of respondents included a majority of female participants, primarily aged 26-30, mostly holding a Bachelor's degree, and working as corporate employees with varying income levels.

The study revealed a moderate perception of the Ant Forest campaign, with respondents acknowledging its environmental impact and the psychological satisfaction derived from participating with the project. Knowledge about its partnership with non-profits like Alashan see for planting real trees was slightly lower. The campaign's role in promoting social connections and serving as a promotional platform was also recognized.

Regarding the organizational –public relationship (OPR) between Alibaba and its customers, perception about Ant Forest Project can significantly influence OPR at the rate of 17.7% which is considered to be a low level. When examining the impact of perception of Ant Forest Project on each key construct, the findings revealed that their perception of Ant Forest Project can significantly influence the customers' commitment and local involvement only. However, perception of Ant Forest cannot significantly predict trust and reputation. These findings suggested that

perception of Ant Forest Project are positive predictors of commitment and local involvement but not trust and reputation.

The finding revealed that the customers' perception of the Ant Forest Project is a significant positive predictor of their intention to engage with the platform at the rate of 14.2%, which is considered to be at a low level. The findings suggested that perception of Ant Forest Project is a significant positive predictor of user' purchase intention.

In conclusion, the study highlighted a positive but moderate perception of Alibaba's environmental campaigns, illustrating their impact on customer behavior and attitudes. This suggested a relationship between environmental campaigns and customer engagement, with implications for corporate environmental strategies and customer relationship management.

5.2 Summary of the Hypotheses and Discussion

All the hypotheses of this research are supported, demographic of respondents various in gender, age, monthly income and education level affect their organization-public relationship and purchase intention between Alibaba and customers as perceived.

Hypothesis 1: Perception about Ant Forest promoted by Alipay will influence the Organization-public relationship between Alibaba and customers as perceived by Chinese customers.

The analysis of Hypothesis 1 explores the impact of perceptions about the Ant Forest campaign on Alibaba's organization-public relationship (OPR). Regression analysis indicated that environmental engagement strategies, including factors like trust, commitment, local involvement, and reputation, collectively account for a 17.7% influence on user perception (Adjusted $R^2 = 0.177$, $p < 0.05$). This low level of influence suggested that the hypothesis is partially supported. Specifically, commitment and local involvement emerge as significant positive predictors, indicating their crucial role in enhancing user engagement with the Ant Forest app. In contrast, Trust and Reputation, while included in the model, do not significantly predict user perception, highlighting the more dominant role of Commitment and Local involvement in driving user engagement and perception.

Perceptions of the public welfare communication of Ant Forest project is explicated through the lenses of commitment and local engagement, while trust and reputation are not necessarily implicated. By analyzing the previous article Analysis on the Campaign Profile of Ant Forest Public Welfare Communication, the project's communication dynamics contribute to these perceptions in several ways.

Firstly, the communication main body involves enhancing the independent communication power of the public individuals, fostering a sense of commitment as they actively participate together. This is particularly evident in the collective efforts to plant trees, emphasizing a shared dedication to environmental causes.

Secondly, the communication content integrates creativity and technology, effectively lowering the threshold for citizen participation. The combination of these elements creates an environment where individuals feel personally involved, reinforcing their commitment to the project.

Lastly, the communication audience is characterized by Chinese customers who played dual roles as communication subjects and audiences. This interactive dynamic enhances the sense of commitment and local engagement as users actively contribute to and consume content within the Ant Forest project.

Hypothesis 2: Perception about Ant Forest promoted by Alipay will influence the Chinese customers' purchase intention of Alipay products.

Hypothesis 2 examined the influence of perceptions about the Ant Forest campaign on Chinese customers' intention to purchase Alipay products. The regression analysis showed that the perception of Ant Forest's environmental impact is a significant positive predictor of purchase intentions (Adjusted $R^2= 0.142$, $p < 0.05$). This indicated perception of the app's environmental initiatives can significantly increase the users' intention to engage with the platform and its products that enhancing users' positive perceptions of the Ant Forest is key to boosting their willingness to participate in its activities and make related purchases.

The findings from Hypothesis 2, revealing a significant positive correlation between perceptions of Ant Forest's environmental impact and Chinese customers' purchase intentions of Alipay products, align with Social Cognitive Theory. This theory posits that individuals learn and shape their behaviors through observational learning and modeling, which is evident in users' positive perceptions influencing

their attitudes and intentions. The observed relationship underscores the theory's relevance in understanding how the positive environmental initiatives of Ant Forest contribute to increased consumer engagement and purchase intentions within the Alipay ecosystem.

Hypothesis 3: Organization-public relationship between Alibaba and customers will purchase intention of Alipay products.

Hypothesis 3 delves into the impact of the organization-public relationship (OPR) between Alibaba and its customers on the purchase intention of Alipay products. The regression analysis revealed a substantial and statistically significant relationship, with OPR factors such as trust, commitment, local involvement, and reputation significantly predicting purchase intentions (Adjusted $R^2 = 0.420$, $p < 0.05$). These results underscore the importance of OPR elements in shaping customers' attitudes and intentions, emphasizing their role in influencing the decision-making process related to Alipay product purchases. Notably, the findings suggest that by enhancing trust, commitment, local involvement, and reputation within the OPR framework, Alibaba can effectively bolster customer engagement and drive purchase intentions, particularly in the context of environmental sustainability initiatives like Ant Forest. This aligns with the broader discussion on the correlation between scenario theory and OPR, emphasizing the interconnectedness of environmental and situational factors, effective communication, and individual cognitions and attitudes in shaping public perceptions and behaviors.

In conclusion, hypothesis 1 results revealed that the perception of Ant Forest significantly influences the organization-public relationship (OPR) between Alibaba and its customers. Commitment and local involvement emerge as key factors in shaping this perception, indicating that these aspects of OPR are crucial for user engagement with Alibaba's environmental initiatives.

Hypothesis 2 results found that the perception of Ant Forest's environmental impact has a direct and significant effect on Chinese customers' intention to purchase Alipay products. This underscores the importance of positive environmental perceptions in driving purchase decisions.

Hypothesis 3 results revealed that the OPR between Alibaba and its customers, encompassing trust, commitment, local involvement, and reputation, significantly influences their purchase intentions. This suggests a strong link between how customers perceive Alibaba's public relations efforts and their willingness to engage with its products.

5.3 Conclusion of the Research

Expanding upon the initial analysis with a focus on social cognitive theory, the Ant Forest campaign research highlights the profound impact of observational learning, imitation, and modeling on societal behavior and environmental consciousness. The campaign's success in promoting environmental awareness and behavioral change aligns seamlessly with social cognitive theory (Bandura, 1986). The integration of gamification and social influence strategies in Ant Forest serves as a testament to the theory's principles, emphasizing the role of individuals learning from the observed behaviors of others. Through active participation in environmental conservation and the observation of peers' actions, users undergo a transformative learning experience, reinforcing collective action towards sustainability. This participatory approach effectively leverages the social cognitive processes to shape public attitudes and behaviors, highlighting the potential of digital platforms in fostering a sense of community and collective action towards environmental conservation.

Furthermore, from the perspective of social exchange theory, the Ant Forest campaign can be viewed as a dynamic exchange process between Alibaba and its users, emphasizing mutual benefits. The campaign's success can be attributed to the reciprocal relationships established through the exchange of environmental actions for virtual rewards. Social exchange theory (Blau, 1986) posits that individuals engage in social interactions with the expectation of receiving benefits in return. In the case of Ant Forest, users actively participate in environmentally friendly activities, expecting rewards in the form of virtual trees and social recognition. This reciprocal exchange fosters a positive organization-public relationship, where both parties derive value from the interaction. The campaign's ability to incentivize users through virtual

rewards creates a mutually beneficial exchange, reinforcing user engagement and promoting sustainable behaviors.

In conclusion, the Ant Forest Project, examined through the lenses of social cognitive theory and social exchange theory, not only showcases Alibaba's commitment to environmental responsibility but also provides a model for leveraging digital platforms to foster collective action and dynamic exchanges between organizations and the public. The success of the campaign offers valuable insights for future research on the role of social cognitive processes and reciprocal exchanges in driving sustainable practices within the context of digital environmental activism.

5.4 Limitations of Study

First, the limitation of "Temporal Limitations" in the context of the Ant Forest study is particularly significant. Public opinions and awareness are not static, they evolve over time influenced by various factors such as environmental trends, media coverage, and changes in societal values. A study capturing attitudes at a specific point in time might not accurately reflect long-term trends or shifts in public opinion. This snapshot approach can lead to conclusions that are outdated or unrepresentative if public sentiment changes after the data collection. Like initial enthusiasm for a novel environmental campaign like Ant Forest might wane over time, or conversely, grow as awareness increases. Therefore, the study might not provide a reliable indication of the enduring effectiveness or public perception of the campaign, underscoring the importance of longitudinal studies for understanding evolving public attitudes.

Secondly, social perspective limitations the study may not fully capture the diversity of societal views towards the Ant Forest campaign. Since it's focused on Alipay users, it may overlook perspectives from those who don't use the service or are unaware of the campaign.

Thirdly, the survey factors limitations, the questionnaire's design might lead to limitations in the study. For instance, it seems to rely heavily on self-reported data, which can be subject to biases like social desirability bias. Additionally, the demographic scope of respondents (age, income, education level) could influence the results and may not represent the broader population's views.

5.5 Recommendations for Future Application

5.5.1 Recommendations for practitioners or business sectors

For practitioners or business sectors, businesses should not only integrate environmental initiatives but also ensure these are deeply embedded in their corporate culture and decision-making processes. This includes investing in sustainable technologies, adopting eco-friendly practices in operations, and encouraging green consumerism. They should also engage in meaningful partnerships with environmental organizations for greater impact. Regularly reporting on environmental initiatives' outcomes can boost transparency and consumer trust, while also providing valuable data for continuous improvement.

5.5.2 Recommendations for academia

For academia, academics should focus on interdisciplinary research that examines the intersection of technology, environmental policy, and consumer behavior. Long-term studies are crucial to understand the sustained impact of initiatives like Ant Forest. Researchers should also explore the psychological factors driving participation in digital environmental campaigns. Collaborations with tech companies can provide access to rich datasets for analysis. Additionally, academia can play a role in developing educational programs that promote digital literacy and environmental awareness.

5.5.3 Recommendations for general publics, online uploaders or society.

For the general public, online uploaders, or society, the general public should be encouraged to adopt a more critical and informed approach to participating in digital environmental campaigns. Online influencers and content creators can help by disseminating accurate and educational content about environmental issues and digital activism. Society should be steered towards a more holistic approach to environmental responsibility, where online actions are complemented by real-world sustainable practices. This could include community-based initiatives, educational workshops, and encouraging policy advocacy.

5.6 Recommendations for Future Research

5.6.1 Utilizing social media and peer Influence:

Deepen engagement on social media by creating shareable content that highlights individual and collective achievements in Ant Forest. Encourage storytelling where users share their personal environmental journey, enhancing peer motivation. Partner with influencers to broaden reach and credibility.

5.6.2 Integration of persuasive techniques and social Influence:

Elevate engagement levels through the strategic deployment of advanced gamification techniques, including tiered rewards and personalized challenges, ensuring a sustained and compelling user experience. Infuse social dynamics by integrating features that empower users to forge alliances, creating teams or communities that cultivate a profound sense of belonging and a shared sense of purpose.

5.6.3 Public's psychological motivation and influence:

Develop targeted campaigns that appeal to different motivational factors like altruism, self-improvement, or community recognition. Utilize psychological principles such as social proof and the commitment-consistency bias to encourage sustained participation and habit formation in environmental activities.

5.6.4 Business sector's decision and supports:

Create partnerships where businesses can sponsor specific environmental goals or challenges within Ant Forest. Offer corporate social responsibility (CSR) integration, where companies' environmental efforts are linked with their presence in Ant Forest, providing a tangible demonstration of their commitment to sustainability.

BIBLIOGRAPHY

- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Blau, P. M. (1986). *Exchange and power in social life* (2nd ed.). New York: Routledge.
- Burnett, J., & Moriarty, S. (1998). *Introduction to marketing communication: An integrated approach*. Englewood Cliffs, NJ: Prentice Hall.
- Chen, L. (2014). Using internet thinking to promote media convergence. *Contemporary Communication*, 23(06), 4-15
- Cheng, J., & Liu, H. (2020). *How social influence motivates pro-environmental behavior in a mobile App: The case of ant forest*. *Telematics and Informatics*, 4(9), 101-186.
- China Internet Network Information Center. (2017). *The 39th statistical report on the development of China's internet*. Beijing, China: Author.
- Ferguson, M.A. (2018). Building theory in public relations: Interorganizational relationships as a public relations paradigm. *Journal of Public Relations Research*, 30(4), 164 - 178.
- Freud, S. (1920). *Beyond the pleasure principle*. London: Hogarth.
- Gordan, M., & Krishanan, I. A. (2014). A review of BF skinner's 'reinforcement theory of motivation. *International Journal of Research in Education Methodology*, 5(3), 680-688.
- Grunig, L. A., Grunig, J. E., & Ehling, W. P. (1992). What is an effective organization? In J. E. Grunig (Ed.), *Excellent public relations and communication management: Contributions to effective organizations* (pp. 65-89). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Jo, S., & Kim, Y. (2003). The effect of web characteristics on relationship building. *Journal of Public Relations Research*, 15(3), 199–223.
- Ledingham, J. A., & Bruning, S. D. (1998). Relationship management in public relations: Dimensions of an organization-public relationship. *Public Relations Review*, 24(1), 55-65.

- Ledingham, J. A., Bruning, S. D., Thomlison, T. D., & Lesko, C. (1997). The applicability of the interpersonal relationship dimensions to an organizational context: Toward a theory of relational loyalty; a qualitative approach. *Academy of Managerial Communication Journal*, 1(1), 23-43.
- Liu, H. (2015). *Research on the development strategy of postal agency financial business based on Internet thinking*. Unpublished doctoral dissertation, Jiangxi Normal University, China.
- McLuhan, M. (1969). *Understanding media: The extensions of man*. New York: Penguin Random House.
- Schwarzer, R. (2008). Modeling health behavior change: How to predict and modify the adoption and maintenance of health behaviors. *Applied Psychology: An International Review*, 57(1), 1–29.
- Soar, R. (2014). The coming era of ‘scenes’ *Artificial Intelligence*, 216, 1-17.
- Wang, Y. (2009). Research and analysis of my country's media public welfare communication. *Journalism*, 29(03), 1-23.
- Zhang, Y., Li, X., & Peng, C. (2019). *Exploring the relationship between psychological ownership and continuance intention: An empirical study of ant forest*. *Sustainability*, 11(16), 42-92.



APPENDIX

**BANGKOK
UNIVERSITY**

THE CREATIVE UNIVERSITY

Questionnaire

A Survey on “The Influence of ‘Ant Forest’ Campaign on Organization-Public Relationship and their Customers’ Purchase Intention of Alipay”

Dear questionnaire:

This questionnaire is a partial requirement for the Master of Communication Arts Program in in Global Communication, School of Communication Arts, at Bangkok University, Thailand. This survey aims to examine the influence of Ant Forest project and organization-public relationship on their customers’ purchase intention of Alipay. Your personal information and responses will be kept anonymous, survey results are for academic research only and will not be used for any commercial purposes. The questionnaire is divided into four parts as follows.

Part I: Demographic information of the Respondents

Part II: Perception about Ant Forest Campaign promoted by Alipay

Part III: Organization-public relationship between Alibaba and customers as perceived

Part IV: Chinese customers’ purchase intention of Alipay products

Part I: Demographic Information

1. What is your gender?

- (1). Male
- (2). Female

2. What is your age?

- (1). Under 18 years old
- (2). 19-25 years old
- (3). 26-30 years old
- (4). 31-50 years old
- (5). Over 51 years old

3. What is your educational level?

- (1). Junior high school and below
- (2). High school diploma
- (3). Vocational diploma
- (4). Bachelor's degree
- (5). Master degree and above

4. What is your occupation?

- (1). Student
- (2). Corporate employees
- (3). Civil servants and public institution personnel
- (4). Freelancer
- (5). Others: Specify

5. Your monthly income:

- (1). During the study period, no monthly income, below 3000 Yuan
- (2). 3,001 Yuan-6,000 Yuan
- (3). 6,001 Yuan-9,000 Yuan
- (4). 9,001 Yuan-12,000 Yuan
- (5). Over 12,000 Yuan

6. How frequently were you exposed to Ant Forest Campaign/Project in Alipay?

- (1). Never (Have never expose to Ant Forest Project in Alipay).
- (2). Rarely (1-2 times per month)
- (3). Sometimes (3-4 times per month)
- (4). Frequently (5- 8 times per month)
- (5). Most frequently (more 9 times per month)

Part II: Perception about Ant Forest promoted by Alipay

Direction: This part of the questionnaire will ask whether you have perceived the following information about Ant Forest Campaign promoted in Alipay, place a check mark (√) in the table provided. Arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. I learned about the Ant Forest Campaign through the media.					
2. I learned about the positive outcomes of Ant Forest project in protecting the environment.					
3. I learned about Ant Forest is a public welfare environmental protection project, which has cooperated with a number of non-profit organizations such as Alashan SEE to plant the virtual trees claimed by users as real trees.					

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
4. The virtual trees of the Ant Forest become the real trees planted on the edge of the ecologically fragile desert in the program, and this value creation and environmental changes can satisfy the customers and obtain psychological effects.					
5. Ant Forest can also strengthen the connection between friends by collecting the energy of friends' trees, watering friends' trees, and planting their trees.					
6. Ant Forest encourages users to use these products to provide a promotional platform for multiple merchants, including shared bicycles.					

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
7. The 183,475 tons of carbon dioxide saved by the Ant Forest can be traded to a minimum of 3,669,500 Yuan. If the amount of carbon dioxide absorbed by the trees planted by the users is included in the users' personal carbon accounts in the future, the amount of carbon dioxide reduced can be doubled.					

Part III: Organization-public relationship between Alibaba and customers as perceived

Direction: This part of questionnaire will ask about your perception of the organization –public relationship between Alibaba and you, place a check mark (√) in the table provided. Arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Trust					
1. Alibaba treats people like me fairly and justly.					
2. Whenever Alibaba makes an important decision, I know it will be concerned about people like me.					
3. I believe that Alibaba takes the opinions of people like me into account when making decision.					
4. Sound principles seem to guide the Alibaba behavior.					
Commitment					
5. I can see that Alibaba wants to maintain a relationship with people like me.					

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
6. Generally speaking, I am pleased with the relationship Alibaba has established with people like me.					
7. There is a long-lasting bond between the Alibaba and people like me.					
8. Both Alibaba users like me benefit from their relationship.					
9. I feel people like me are important to Alibaba organization.					
Local or Community Involvement					
10. I am aware that Alibaba is involved in my community.					
11. I think Alibaba is very dynamic in maintaining good relationship with the community.					
Reputation					
12. Alibaba has ability to attract, develop, and keep talented people.					
13. Alibaba uses corporate visible and invisible assets very effectively.					

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
14. Alibaba is financially sound enough to help others.					
15. Alibaba is innovative in its corporate culture.					

Part IV: Chinese customers' purchase intention of Alipay products

Direction: This part of questionnaire will ask Chinese customers' purchase intention of Alipay products, place a check mark (√) in the table provided. Arranging from 5-Strongly agree, 4-Agree, 3-Neutral (Somewhat disagree), 2-Disagree, or 1-Strongly Disagree.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. I am planning to purchase products in Alipay more.					
2. I will recommend products promoted in Alipay to someone who seeks my advice.					
3. I will think about buying Alipay products more after I have participated in Ant Forest campaign.					
4. I think Ant Forest campaign/project is important reason why I purchase Alipay products.					

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
5. Overall, I am satisfied with Alibaba, and I will purchase Alipay product again in the future.					

Thank you for your genuine cooperation in responding to this survey!



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

BIODATA**Name-Last Name:**

Xiaolin Su

Email:

su.xiao@bumail.net

Educational Background:Bachelor Degree is Communication Arts,
Bangkok University**BANGKOK
UNIVERSITY**

THE CREATIVE UNIVERSITY